K-Love serves me as a resident of Shelby County. If K-Love were to be displaced by an LPFM broadcaster providing other programming, the effects on this local community would be devastating. The service that K-Love provides to the local community, such as family friendly programming, wholesome values, and a positive and encouraging impact not only on Shelby County but many local communities across america, would be lost. K-Love is needed in Shelby County.